

Customer Interaction Center Scorecard

Operating Partner
Location(s)

NCS Pearson
Arlington, VA
Cedar Rapids, IA
Iowa City, IA

Contract Price to SFA

Editorial Services

Annual Call Volume (4/00-3/01) 0
Annual email Volume (4/00-3/01) 29,206
Annual Fax Volume (4/00-3/01) 0
Annual Written Corr. Volume (4/00-3/01) 98,697
Annual Web Volume (4/00-3/01) 0
Annual "Other" Volume (4/00-3/01) 167 (Outbound Calls)

Increase Customer Satisfaction		
Target Metric	Actual Metric	
		First Impression of SFA
15-20 sec	Not applicable	Avg. Speed of Answer
0%	Not applicable	Calls Blocked
Actual	127,903	Calls Received
98%	Not applicable	Calls Answered
<2%	Not applicable	Calls Abandoned
	Not applicable	% of IVR "zero outs"
		Resolution of Inquiry
100%	N/A	Use of Warm Hand-Offs
85%	100%	% Resolved on 1st Contact
100%	Not applicable	After-hours call-handling system
IVR Menus and CSRs	CSRs only	Availability of Spanish Services

Increase Employee Satisfaction		
Target Metric	Actual Metric	
		Career Satisfaction
15% *	Not provided	Annual CSR Turnover
<3% *	Not provided	Absenteeism rate
1:12-1:15	1:10	Supervisor to CSR Ratio
Dynamic *	Automated Non-Dynamic	CSR Schedules
In Use *	Actual Metric & Color	Pay for performance

Reduce Unit Costs		
Target Metric	Actual Metric	
		Unit Price Per Contact
		Price Per Call to SFA
	Not applicable	Talk Time
	Not applicable	Wrap-up Time
		Automated Services
25%	Not applicable	% of Contacts Automated in IVR
25%	0%	% of Contacts Automated on Web
10%	23%	Email contacts

The information in the above section is not available to the Consistent Answers Team; however, for a

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